

Welcome. It's my pleasure to meet.

JEFF TIPPETT





NESTOA

Northeastern States
Tax Officials Association



JEFF TIPPETT







ROBERT DOWNEY JR.
ELIZABETH OLSEN

CHRIS HEMSWORTH
ANTHONY MACKIE

MARK RUFFALO
SEBASTIAN STAN

CHRIS EVANS
DANA GURIRA

CHRIS EVANS
LETTIA WRIGHT

SCARLETT JOHANSSON

BENEDICT CUMBERBATCH
DON CHEADLE
DAVE BAUTISTA

TOM HOLLAND
ZOE SALDANA

CHADWICK BOSEMAN
WITH JOSH BROLIN
AS THANOS

PAUL BETTANY
AND CHRIS PRATT

Federation of Tax Administrators









SEE
PRESSURE
ALTIMETER



“

EDUCATIONAL BUREAUCRACY HAS
TAUGHT US THAT AN "F" MEANS
FAILURE.
THEY'RE WRONG.

GETTING AN "F" MEANS
FINALLY!

JEFF TIPPETT

MANIPULATION v. PERSUASION







“

**ALL CHANGE WILL BE PRECEDED BY A
MINDSET SHIFT.**

**THE SAME OLD THINKING WILL ONLY
YIELD THE SAME OLD RESULTS.**

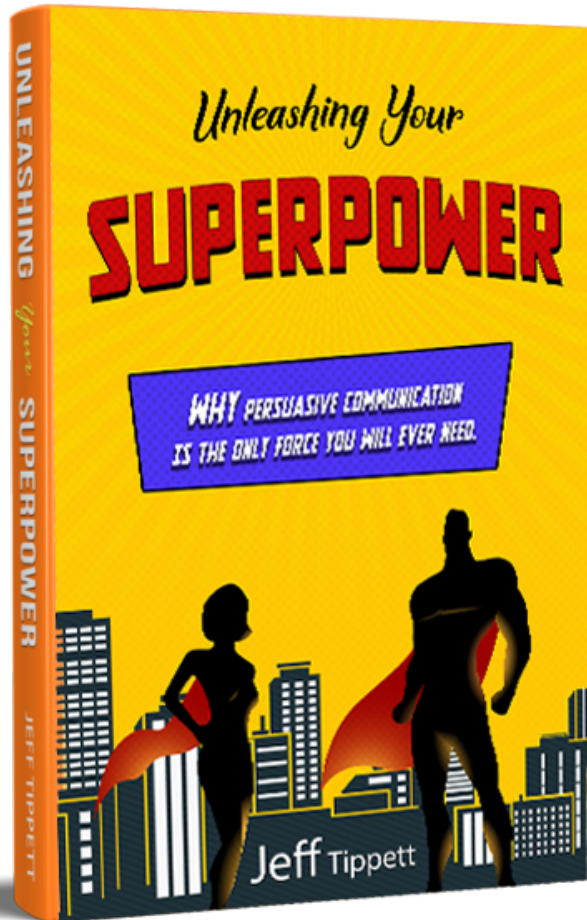
JEFF TIPPETT



Capture

- Craft A Simple Message





Text “persuade” to 66866 for a free chapter of my book, on Crafting a Simple Message



“

IN PERSUASION, LESS IS MORE.

**CUT TO THE HEART OF THE MESSAGE;
LEAVE ONLY WHAT'S NECESSARY.**

JEFF TIPPETT

Capture

- Craft A Simple Message
- Catch Their Attention Early



“

**IN A SEA OF SAMENESS, SHOW WHAT
MAKES YOU UNIQUE - BUT ONLY IF YOU
WANT TO STAND OUT.**

JEFF TIPPETT

Capture

- Craft A Simple Message
- Catch Their Attention Early
- Make Your Message Sticky



“

**REPETITION ISN'T REDUNDANT, IT'S
MAKING YOUR MESSAGE MEMORABLE.**

JEFF TIPPETT



Connect

- Focus On Your Audience's Win



“

**YOUR WIN COMES THROUGH THEIRS;
IT'S NOT ABOUT YOU.**

JEFF TIPPETT

Connect

- Focus On Your Audience's Win
- Bond With Your Audience



Connect

- Focus On Your Audience's Win
- Bond With Your Audience
- Earn Your Audience's Trust



“

**TRUST ALONE WON'T ALLOW YOU TO
PERSUADE, BUT A LACK OF TRUST
MAKES PERSUASION IMPOSSIBLE.**

BUILD TRUST, AND YOU WILL SUCCEED.

JEFF TIPPETT



Convince

- Position Your 'Ask' For A 'Yes'



“

**LOCATION IS EVERYTHING;
POSITION YOUR 'ASK' SO PEOPLE WILL
SAY YES.**

JEFF TIPPETT

Convince

- Position Your 'Ask' For A 'Yes'
- Craft A Call To Action Your Audience Can't Resist



“

**THE RIGHT CALL TO ACTION CAN MAKE
OR BREAK YOUR CAMPAIGN.**

JEFF TIPPETT

Convince

- Position Your 'Ask' For A 'Yes'
- Craft A Call To Action Your Audience Can't Resist
- Establish Yourself As The Industry Expert



Messages

Mom

Edit

I got an A in Chem!

WTF, well done!

Mom, what do you think WTF means?

Well That's Fantastic







“

**DISCOVER WHAT SETS YOU APART,
ESTABLISH YOURSELF AS THE INDUSTRY
EXPERT, AND CHANGE THE WORLD.**

IN THAT ORDER.

JEFF TIPPETT

Capture • Connect • Convince







Three Things All Superheroes Have That You Don't



Specialized Knowledge



Code:
nestoa2019



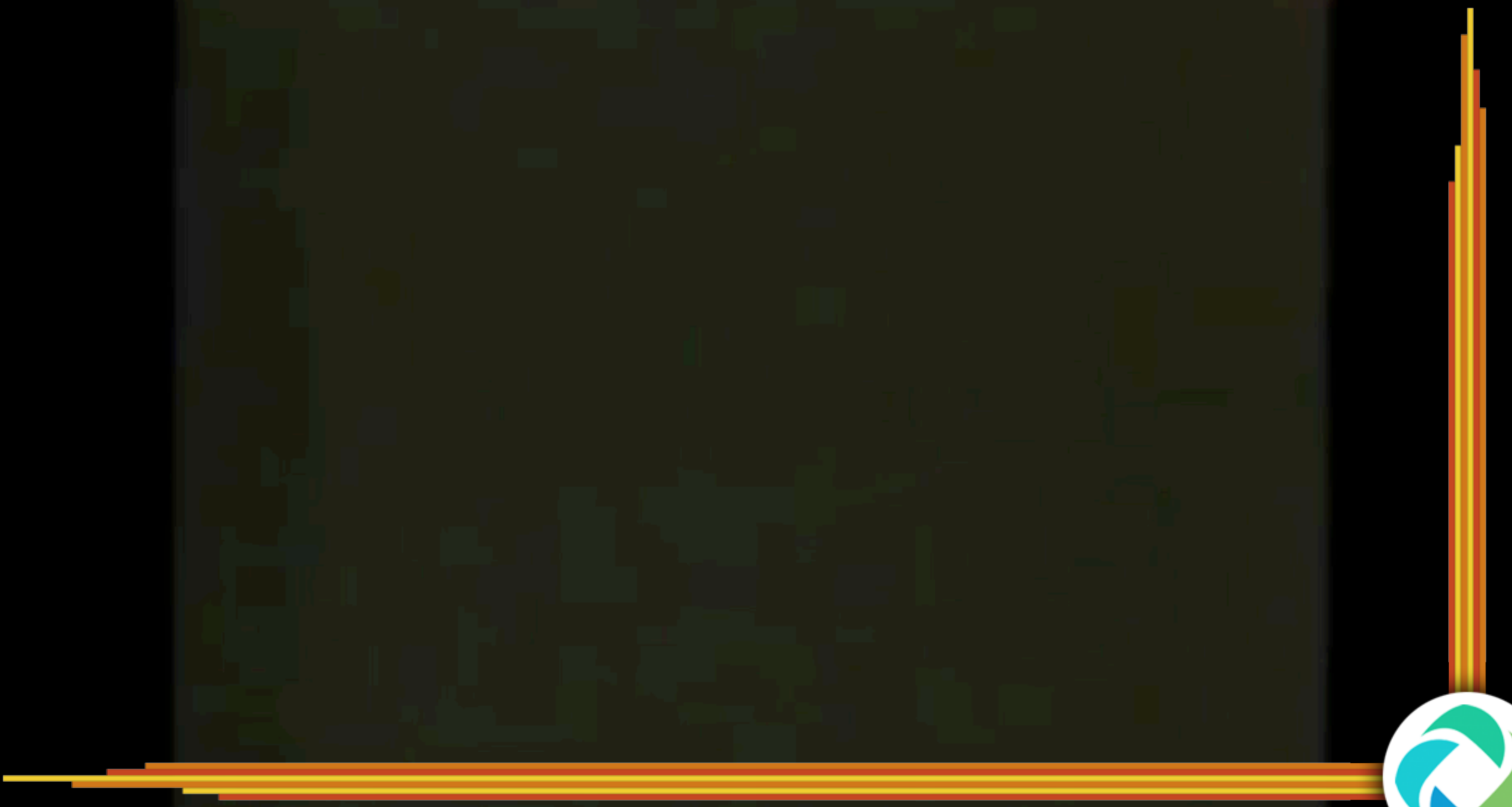
A Superhero Name





A Superhero Costume





“

EVERY GREAT MOMENT OF INSPIRATION
IS FOLLOWED BY AN EQUALLY GREAT
MOMENT OF NAUSEA.

PUSH THROUGH THE UNCERTAINTY.

JEFF TIPPETT



Grab Your Cape





